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(71) Applicant (for all designated States except US): **NHN CORPORATION** [KR/KR]; 34th Fl., Startower Building, 737 Yoksam-dong, Kangnam-gu, Seoul 135-984 (KR).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **YANG, Sang Won** [KR/KR]; 280-10 Pungnap-2-dong, Songpa-gu, Seoul 138-042 (KR). **KANG, Chun Sik** [KR/KR]; 624 Jayang-1-dong, Kwangjin-gu, Seoul 143-191 (KR).

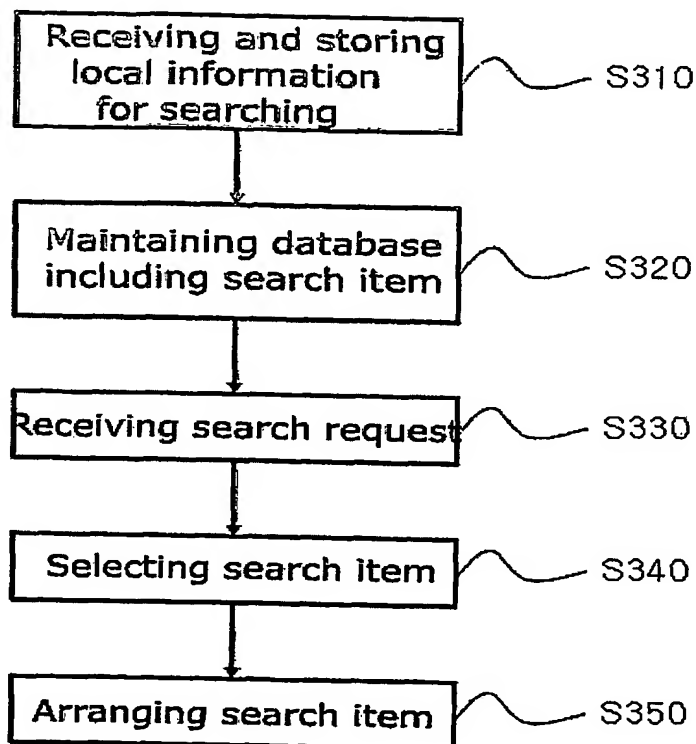
(74) Agent: **CHUN, Sung Jin**; Muhann Patent & Law Firm, 5th Fl., Youngpoong Building, 142 Nonhyun-dong, Kangnam-gu, Seoul 135-749 (KR).

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(54) Title: METHOD AND SYSTEM FOR GENERATING A SEARCH RESULT LIST BASED ON LOCAL INFORMATION



(57) Abstract: The present invention relates to a method and system for effectively providing search results by referring to local information related to a searcher in response to a search request from the searcher through a communication network. The present invention provides a method for providing local information search results, comprising the steps of maintaining local information for searching related to the searcher, relating a plurality of search items related to a network information provider to a keyword and local information related to the network information provider, receiving a search request from the searcher, identifying at least more than one search item related to the keyword that meets the search request and selecting a search item related to local information matched to the local information for searching among the identified search items, and arranging at least a part of the search items according to a predetermined search item arranging method in arranging the selected search items. According to the present invention, as it is possible to provide search results with reference to the local information related to a searcher when providing search results to the searcher, more useful local information can be provided to the searcher.

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